

PUKKA

BRAND GUIDELINE

~ 2017 ~



PUKKA BRAND MARK

Whilst remaining true to PUKKA's confident, bold feel and instantly recognisable orange, black and white lozenge, our new brand mark has been modernised with more contemporary brand colours and fonts:

- Moving from black to charcoal, white to cream and neon orange to a warm, natural orange adds a more modern, more unisex and more 'foodie' feel.
- Introducing a crafted pie within the 'A' adds a subtle link back to the heritage and reasserts PUKKA as quality pie makers showing off our strong quality cues.



CORPORATE BRAND MARK

The PUKKA master brand mark exists in its simplest form – without any tagline associated to brand communications.

T

This is the long-term master brand logo to be used universally for business and the brand



CAMPAIGN BRAND MARK

Everything's PUKKA is the brand mark for brand campaigns and grocery packaging.

The tagline 'Everything's' is included to help deliver the impact of our full brand message that with one of our irresistibly tasty pies in front of you – you just know everything will be okay.



FOODSERVICE BRAND MARK

This is the brand mark to be used specifically on POS and signage outside fish and chip shops and other eating out venues.



FULL FOODSERVICE BRAND MARK

This is the brand mark to be used on foodservice POS and signage where space allows.

The tagline 'Deliciously Tasty' is included as an emotional driver reinforcing how PUKKA always delivers on taste.



LOGO SIZE AND SPACING

Our brand deserves to stand proud. To make sure 'Everything's PUKKA' for our logo – always follow these minimum spacing and sizing rules

MINIMUM SPACING

The 'K' of PUKKA should be used to calculate the minimum clean space around the logo. No design elements should come inside this marked area.

LOGO MINIMUM SIZE

The logo must not be used smaller than 16mm width, to ensure the best legibility.

LOGO & STRAPLINE MINIMUM SIZE

When the logo is used with a strapline this can't be smaller than 24mm width to allow for the best clarity of message.



16mm



24mm

THE PUKKA PALETTE

To keep our brand looking PUKKA we should only ever use this core colour palette.

Where possible always use the pantones for print and packaging.

When CMYK colours are not available or for digital use, RGB colours can be applied.



BASED ON PANTONE 716C

CMYK 3 / 64 / 100 / 0

RGB 233 / 115 / 5



BASED ON PANTONE 2336C

CMYK 60 / 54 / 51 / 50

RGB 79 / 74 / 74



BASED ON PANTONE 9064C

CMYK 9 / 6 / 12 / 0

RGB 235 / 235 / 227

FULL BRAND MARKS

Where space permits, we should always try and use the brand mark with taglines. For maximum impact we have developed versions to suit both light and dark backgrounds:

DARK BACKGROUND

When the brand mark sits on a dark background the straplines 'Everything's' and 'Deliciously Tasty' should appear in the PUKKA cream.

PALE BACKGROUND

When the brand mark sits on a pale background the straplines 'Everything's' and 'Deliciously Tasty' should appear in the PUKKA black.



THE DOS AND DON'TS

Our logos have the right to look PUKKA. In order to help it keep up its appearance here are some dos and don'ts

DON'T RECOLOUR THE BRAND BANNER/LOZENGE

DON'T RECOLOUR THE PUKKA WORD TEXT

DON'T CHANGE THE PUKKA WORD TEXT

DON'T RESIZE THE PUKKA WORD TEXT

DON'T CHANGE THE SHAPE

DON'T PLACE INSIDE A BOX

DON'T SEPARATE THE LOGO

Please contact your PUKKA team if you need to break these rules due to printing/spacing restrictions



PUKKA



PUKKA FONTS

Our brand has many values to communicate and to capture our all-round personality we have a selection of fonts.

Primary

Big Noodle Tilting is our standard headline with a bold, strong presence. The font is used for our product names, claims and titles on packaging, print and POS.

Secondary

Thirsty Soft is the secondary typeface used to add a friendly personality and emphasise key elements of text.

Body Copy

Akrobat Light is the font used for all our body copy and text passages. It is a condensed font with a modern feel.

PRIMARY

BIG NOODLE TITLING REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789[]:,.?!

SECONDARY

Thirsty Soft Light

abcdefghijklmnopqrstuvwxyz

0123456789():,.?!

BODY COPY

Akrobat light

abcdefghijklmnopqrstuvwxyz

0123456789[]:,.?!

FOR ASSET APPROVALS AND QUESTIONS PLEASE EMAIL:

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